

ALL WEEK
COMMENCING
SUNDAY - DEC. 19TH

The LINCOLN

ALL STAR COLORED CAST

"IN THE DEPTHS OF OUR HEARTS"

ALL STAR COLORED SUPERFEATUAE TO BE SHOWN EXCLUSIVELY AND FOR THE FIRST TIME
AT THE LINCOLN THEATRE -- ONE OF THE FINEST COLORED PICTURES EVER MADE



PERSONAL SUPERVISION.

We being a young people in business we can not hope to enter at once the school that the larger system of others to those who would win success in this field. It takes years of work and application to develop and perfect most any kind of a system.

In reference to our group we showed in a recent article that there were three factors in business among us who had to be trained, they were first, the employer; second, the employee; third, the customer. As this is true you can readily see how that we cannot run business on the larger system scale as we would like to right now. True, we have a few successful instances, but the rarity is quite noticeable. BUT WE WILL IN THE FUTURE!

So many of us complain that "Negroes won't cooperate," and we never stop to think just why. I'll tell you why, I'll be the hero? It is because that cooperation is the last and highest thing in civilization. The Anglo-Saxon, with his centuries of progress has not reached any boastful degree of COOPERATION. Dissension, deceit and antagonism with him is light-years called "competition!" The greatest cooperation among the whites is

the opposition to the blacks—this is splendid!

Progress is made by stages, even the divine plan unfolds to us only with out growing receptivity, our awakening consciousness. So in business, we have to take it by stages. First, it is the enterprising individual who hears the call or sees the light, and goes ahead. From the individual we go to the partnership stage; from the partnership stage we form combinations; from combinations we develop into systems on a large scale, and now we are at the door of the co-operative, if we will but enter. Right now we claim that the Negro is largely at the individual stage of the game. But this is no reflection on the race, it will be though, if we remain there too long.

Being thus a matter largely of the individual, personal supervision becomes imperatively necessary. May be out of this we will see the happy prospects of developing into some wonderful system of bigness.

The real business Negro knows the years it takes to even get fairly started in something pure and legitimate. He knows the cost of building the kind of a foundation that will support a worthy superstructure which will

satisfy an ambition for a reasonable success. This business person also knows that he must give his concern long, constant hours of personal supervision. He is the largest or sole investor, and therefore the most interested and responsible.

When he plunked down those dollars in the initial move he soon learned that those dollars had to be followed up by other dollars, and that all the dollars could be made to do a hundred percent efficiency work only by supporting them himself with great enterprise and industry. This is the story of all more or less who succeed. The first and last is supervision, personal of you can.

NOTE—The following articles was written at the request of some gentleman who desired it for his wife to read before some audience in some church at some time last Sunday. So I wrote the article, using the time Saturday night to write it that should have been devoted to hanging on to my daily pork chops! I stipulated to the gentleman a small fee, for time and paper, and so on, but failed to collect in advance, so here is the article:

WOMAN'S DUTY.

The subject is at once engaging and brings to us a high realization of the important part woman must always play in this human experience of the world.

In the beginning God saw fit to create man after his own image and in his own likeness. To the male man he gave a noble strength and a keen judgment that he might shoulder the arduous tasks of life. To woman, the female, he gave first the beautiful prerogative of motherhood, and then endowed her with a finer spiritual nature that gives such a wonderful tone to the feminine gender. And to this he added grace and charm

If this be true, and there is no doubt about it, then woman's duty is first to her God and then to the beautiful character which she embodies. She must always exemplify the power given her to influence the world for good in the sweet beginning, even "when the morning stars sang together and all the sons of God shouted for joy!" Let her always remember this high conception of original intent on the part of her maker. This thought must filter through her whole existence, inspiring her to do the right and beautiful thing, proving her protection against all wrong directed against her.

In these modern times woman's place is steadily being revealed in the sun of civilization along with her male counterpart. And with this gaining of place comes new and larger duties. Confined for centuries to the precincts of the narrow household as a slave, she has been gradually emancipated from this to a larger sphere, and is now found largely in the business and economic world.

As a crowning jewel to her long-suffering effort for freedom, she, only this year, has had the climax of a glorious suffrage conferred upon her by the laws of the country. This not only broadens the horizon of her world, but makes her the rightful equal of man who has governed her, since the world has stood, without her consent.

So this being the case, woman must study hard how best to play this new role and still meet every old and new duty that is imposed upon her. She must still improve her domestic relations, learn more of economics, study social science, seek a higher culture and become more intelligent of the immediate things political of which she is surrounded. To do these things seems to be

THE DUTY OF WOMAN

THE "HIGHER CLASS" NEGRO.

A fellow sold out a restaurant the other day to another party. The place as he had conducted it was on a "high class" basis. When he started the place it went big, but only for a brief spell. The novelty being essentially ephemeral soon ceased to allure an appreciable number of customers. But notwithstanding that the service of the place was kept up to the standard, the trade went down and the light of the business went out—once more some one had failed. This is not necessarily a tragedy, perhaps just as rosy incident in the course of business life, which is largely up and down, round and round.

A fellow asked me sometime ago: "Starks, what's the matter with that place?" It's a nice place, although the prices are high, they give you the service, I can't see why it's not a big go, can you?" "My friend," said I, "those people are catering to a class that does not exist—the high grade Negro who will stick on a business proposition from the standpoint of supporting it does not exist in this burg. There are oodles of high grade Negroes all right, but they are not classified, hence any business catering strictly to this imaginary something has the seeds of failure in its inception, the growth of which soon overshadows the weak struggle for success."

O ye who enter business, better learn how to cater to and serve the public! Nothing to this old class business, you'll starve to death thinking about it! Get close to the ordinary people if you can. Do this, and you will soon be in a position, if you cared to, to tell the supposedly higher class" Negro, but who is often merely highly superficial, to go to H— on the lower register. Understand me, now, I am not opposed to any one who is

aspiring to the good and beautiful. I am strong for those who seek refinement, culture and social poise, I think, rather, that these things are great and glorious. We all should learn to look up, but above all we should be honest and sincere about it. There are too many posers. There are too many who imagine that they can get by by feigning instead of fact, and when a business person makes the mistake of catering simply to these, he is, in the vernacular—blowed up!

CHAS. A. STARKS.

LADIES!

Dress Up For Christmas.
on Easy Payment Plan
Select your clothes now. Pay Later.

We are the only store in the City that charge you cash store prices.

Call and be convinced.

THE FASHION CLO. CO.
822 East 12th St.
Where Credit Equals Cash.

THEO SMITH'S DRUG STORE AT 18 & TRACY IS HEADQUARTERS FOR SANTA CLAUS

CHRISTMAS SUGGESTIONS

Graphophones Price: No. 11, \$95.00; No. 16, \$115.00; No. 12, \$140.00.
Thermos Bottles, \$4.00 to \$6.00.
Manicure Sets, \$1.25 to \$10.00.
White Ivory Sets, \$5.50 to \$13.
Electric Curling Irons, \$4.80.
Electric Heaters, \$21.00.
Shaving Sets.
Jewelry of all kinds.
Fine Stationery.
Negro Brown Skin Dolls.
Safety Razors.
Xmas Bells and Decorations.

NOTICE.

We have just received a large shipment of Glover's Dog Mange, Madam Walkers go'ods, Negro Brown skin dolls, jewelry, graphophone records and needles. Call and look our stock over.
Bell Phone Grand 4591. Home Phone Victor 8303.

Try a Want Ad In The Sun

BOOKER WASHINGTON HOTEL SYNDICATE TO BUILD A SIX-STORY, FIRE PROOF, STRICTLY MODERN HOTEL IN KANSAS CITY.

THE HOTEL TO BE FINANCED BY NEGRO CAPITAL AND CONTROLLED AND MANAGED BY NEGRO BRAIN

THE GREAT NEED OF A FIRST CLASS NEGRO HOTEL.

Kansas City is urgently in need of a first class Negro Hotel. When strangers come to our City we have very few decent places for them to stop. If we ourselves, desire to live in a first class hotel there is none. When a great convention comes to Kansas City, we are not in a position to properly care for it. Some might say that the Y. M. C. A. will answer the purpose, the "Y" only accommodates men and not women. It is time that we should as a Race provide decent accommodation for our women. We are greatly in need of a large banquet hall and club rooms where the various clubs of the City can meet and entertain. It should also have one or two high-class cafes in connection with it. This hotel should be the center of our industrial and social affairs of the City in the same manner as the great downtown hotels answer that purpose among their people. This hotel would also alleviate many of the unpleasant conditions now existing from the cause of house shortage.

SIZE AND COST OF HOTEL TO BE BUILT BY BOOKER WASHINGTON HOTEL SYNDICATE.

The hotel is to be a modern fire-proof structure with one hundred and fifty rooms. Fifty of which will have private bath. It is to consist of six floors with a beautiful roof garden on top. On the mezzanine floor, a balcony will overlook the lobby with beautiful parlors and rest rooms for its patrons and guest. It shall have a large and spacious Banquet and Ball room which will accommodate from five hundred to a thousand people with parlors and reception rooms in connection with it for the ladies. It is also to have a large and spacious lobby on the ground floor with every modern convenience that is customary in a high class hotel. Many other features too numerous to mention here will be connected with this hotel for the comforts and benefit of the Negro public. The hotel throughout will cost approximately a quarter of a million dollars.

Name of the Hotel. Bank References. Officials Bonded.

It has been decided by the SYNDICATE to defer the naming of this Hotel until it was ready for occupancy of the Public. At that time, the stockholders of the great SYNDICATE will be called upon to have the honor of naming the Hotel.

For Bank Reference regarding the BOOKER WASHINGTON HOTEL SYNDICATE and its officers, we refer you to the President of the City Bank, 18th and Grand Avenue in the person of Mr. R. C. Kemper.

Each official of the BOOKER WASHINGTON HOTEL SYNDICATE who is to handle its funds is under a Ten Thousand (\$10,000) dollars bond which is also a guarantee to the public that every dollar invested in this Syndicate will be used exclusively for the purposes above mentioned.

PRICE LIST.

| | | |
|------------------|----------|---|
| 10 shares..... | 12.50; | \$ 2.50 down, balance \$ 1.00 per month |
| 15 shares..... | 18.75; | 3.75 down, balance 1.50 per month |
| 20 shares..... | 25.00; | 5.00 down, balance 2.00 per month |
| 25 shares..... | 31.25; | 6.25 down, balance 2.50 per month |
| 50 shares..... | 62.50; | 12.50 down, balance 5.00 per month |
| 75 shares..... | 93.75; | 18.75 down, balance 7.50 per month |
| 100 shares..... | 125.00; | 25.00 down, balance 10.00 per month |
| 500 shares..... | 625.00; | 125.00 down, balance 50.00 per month |
| 1000 shares..... | 1250.00; | 250.00 down, balance 100.00 per month |

BOOKER WASHINGTON HOTEL SYNDICATE stock sold in any amount from 10 to 25,000 shares.

NOTICE: THIS STOCK MAY BE PURCHASED ON INSTALLMENT—

20% down and balance in ten equal payments.
5% discount for cash payment of stock.

LIBERTY BONDS WILL BE ACCEPTED AS CASH PAYMENT FOR STOCK. GO YOUR POSITIVE LIMIT. BUY YOUR STOCK AT ONCE.

HOTEL TO GIVE HIGH CLASS EMPLOYMENT TO AT LEAST 100 OR MORE OF OUR YOUNG MEN AND WOMEN.

Stockholders of the Syndicate to Be Given First Preference.

The hotel to be built by the BOOKER WASHINGTON HOTEL SYNDICATE will not only be a great blessing and service to the Negro community of Kansas City, but it will also furnish many good positions and jobs for our people. The following positions and jobs will be opened to the Negro public as soon as this great Hotel is completed:

PRIVATE OFFICE—One chief clerk, two bookkeepers, one auditor, two stenographers.

LOBBY—One chief clerk, one day clerk, one night clerk, one cashier, two house detectives, one public stenographer, two telephone operators, two cigar-stand girls, five bell boys, two elevator boys, two porters, two telegraph operators, two messenger boys, two check-room boys, one door-man.

CAFES—One head-waiter, ten waiters or waitresses, three hat girls, two cashiers, four busboys and porters.

KITCHEN—One steward, one chef, one second cook, one fry cook, two vegetable cooks, two helpers, one head baker, two bakers, two pantry girls, two silver-pantry girls, two glass-pantry girls, three dishwashers, two pot washers, two kitchen men, two checkers.

ENGINE ROOM—One chief engineer, one electrician, three firemen.

WASH ROOM—Three wash-room men and bootblacks.

HELPS HALL—Help hall man or woman.

LOCKER ROOM—One porter and bootblack.

MEZZANINE—Four beauty parlor experts, two ladies' maids, two party waiters, two check-room girls, one hat girl.

LINEN ROOM—One housekeeper, one linen room girl, six chambermaids, three house men.

These and possibly a few other positions and jobs will be opened to the Negroes of Kansas City. It has been decided by the Directors of the BOOKER WASHINGTON HOTEL SYNDICATE, that the stockholders of this Syndicate will be given the first preference to the appointment of these positions and jobs. In this way, many of the stockholders of the Syndicate will be receiving employment therefrom and the public will at the same time receive the best of service at their hands.

Those who are qualified and desire any one of the above mentioned positions or jobs should become stockholders in the BOOKER WASHINGTON HOTEL SYNDICATE at once. They should buy every share they possibly can; in so doing they will be at the top of the list for one of these positions or jobs when they are ready.

LOCATION OF HOTEL.

The location of this hotel has been decided upon and is in one of the best Negro Business Districts in Kansas City. As the negotiation for the ground is not wholly consummated, the exact location will not be disclosed until a later date.

TO BEGIN BUILDING IN THE SPRING.

The Syndicate expects to begin the erection of this Hotel in the Spring. Arrangements are being worked out with the architect to rush completion of the plans.

BOOKER WASHINGTON HOTEL SYNDICATE

Capital Stock - - - \$250,000.00

Fully Paid. Limited amount of shares now selling at \$1.25 per share. Non-Accessible.

OFFICERS AND DIRECTORS.

SAMUEL R. HOPKINS.....President Q. L. GILMORE.....Treasurer
G. H. PURNELL.....Vice-President B. H. PAYNE.....
M. E. OLDEN.....SecretaryChairman of Board of Directors

BOOKER WASHINGTON HOTEL SYNDICATE
1315 EAST EIGHTEENTH STREET
Bell, Grand 317. Home, Harrison 3963.

Kansas City, Missouri.

YOUR OPPORTUNITY TO OWN PART OF THIS GREAT HOTEL.

Few people of this City have had the privilege of owning stock in downtown hotels. Never before have the Negroes of Kansas City had the opportunity to buy High Class hotel stock, or, in other words, become part owner of a high class hotel, controlled and managed by their own people and share in the great profits therefrom. Every Negro man and woman in Kansas City is urgently invited to become a part owner of this great Hotel.

SOUNDNESS OF THE INVESTMENT.

Hotel stock is considered one of the safest and most profitable investments obtainable. Millions and millions are invested in high class hotel stock. We seldom, if ever, hear of a Hotel Syndicate failing. Take the great downtown hotels for instance, they are bringing their stockholders enormous returns on their money. Many of the stockholders of these great hotels have become immensely rich. A first class hotel in our section would be a great money-making proposition, hence the stockholders of the BOOKER WASHINGTON HOTEL SYNDICATE would receive large returns on their money. To buy stock in this great Syndicate, according to our judgment, is not a speculation but a safe and sound investment.

Officers of the Hotel Syndicate Experienced Hotel Men.

Much of the success of the great Muehlebach Hotel in our City is attributed to Mr. Joseph Reichl, its manager. Mr. Reichl before coming to this country was associated with many of the largest hotels throughout Europe. His practical knowledge of the Hotel business from the ground up has been one of the causes of the great success of the hotel mentioned above. The Officers and Directors of the BOOKER WASHINGTON HOTEL SYNDICATE are all Hotel men of wide experience.

They know the Hotel business from the ground up. They are also practical and successful business men.

The Public's Guarantee in Buying This Stock.

The BOOKER WASHINGTON HOTEL SYNDICATE has arranged with the City Bank, 18th and Grand Avenue, that each subscriber when purchasing this stock, may have the privilege of depositing their money in person or by mail at the bank; thus, guaranteeing the public that every dollar invested in this Syndicate will be properly accounted for.

MAIL QUICK.

Application For Shares in

BOOKER WASHINGTON HOTEL SYNDICATE.

1315 East 18th Street Kansas City, Mo.
Booker Washington Hotel Syndicate.
Gentlemen:

Enclose \$..... in full payment or part payment for shares of Booker Washington Hotel Syndicate stock at \$1.25 per share fully paid and non-accessible.
I understand that this money will be used in carrying on the plans of the above named Syndicate and that this stock entitled me to share in all the profits from whatsoever source this Syndicate may ever earn.

Name.....

Address.....

Mail your check or money order or bank draft with this coupon at once before all this stock at \$1.25 per share is taken up. Liberty Bonds accepted as cash payment for stock.

Five per cent discount for cash payment of stock.